

pushed (encouraging the child to walk) and more intricate peg boards.

For the range of two to five years, toys become more intricate. The toys the children pull around hold fascinating assortments of blocks and pegs, or they have enough motion to interest the young owner. The blocks are of all sorts of geometric shapes with holes to fit the various shapes. The pounding toys are made in more complicated form, as a "Nok-Out Bench" in which the little one drives one colored peg into a hole with a hammer and another pops out the side of the bench.

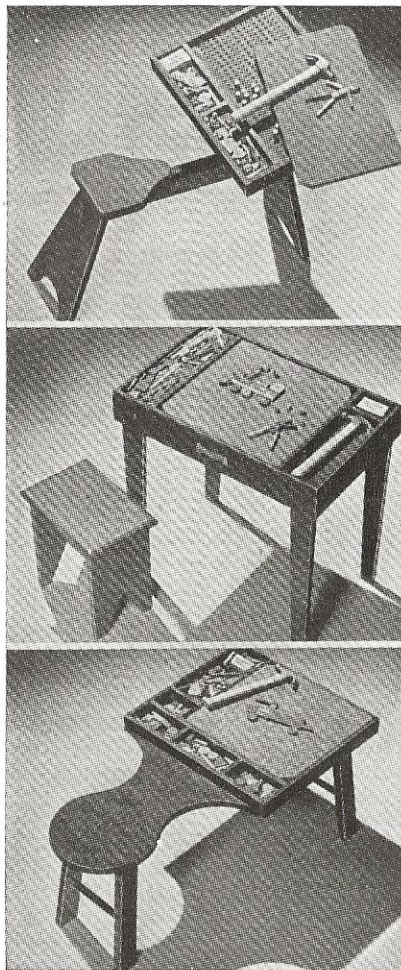
Assembly work is the principal characteristic of many toys for the three to six year old youngsters. A three piece boat that comes apart and may be put together again easily, simple jig saw puzzles, etc.

Other toys have the function of teaching the child specific subjects. A little "clock" with a face like a clock painted on it and hands that may be set is useful in teaching the child how to tell time for example.

Older children have proportionately more intricate toys, but ones that are equally educational. By chanting "Give the child the right toy at the right age," Playskool Institute has carved for itself a place in the toy business. Millions of parts are turned out by its three-building factory every year and assembled into hundreds of thousands of toys. It more than paid this company to enlist the services of professional educators and child psychologists. The professional prestige of these experts is one of the reasons juvenile clinics, nurseries and kindergartens throughout the country insist on toys bearing their trade name. These toys have reputation for educational value—but also they're known to be constructive, colorful and of maximum play value.

And they're safe. This is one of the most important factors in the manu-

facture of such products. Complete safety, a reputation for making harmless products—that's the thing buyers and consumers insist on in children's toys. First there's the importance of using lacquers that are non-toxic. Lead or arsenic in the bases might prove harmful to babies that are obsessed



Here are some of the more advanced kits for older children.

with the idea of putting things in their mouths. Therefore all Playskool lacquers have a vegetable base. Secondly, the toys must not splinter. High speed cutting tools, endless sanding operations, carefully selected hard woods, sealing and buffing all contribute to minimizing any danger from splinters. Finally, they're sturdy. A broken toy may mean a jagged edge of wood on which the child might injure himself. Every precaution is taken in the plant to make the products safe. Drive screws are used instead of nails because they're less likely to split the wood. Much lumber is wasted because it's less than excellent.

This means that the prices received on the products Playskool makes may appear high. But they're worth their cost. Here the customer isn't buying so many feet of lumber. He's buying safety, education, and pleasure for his youngster. Quite a difference!

Three years ago a new set of officials

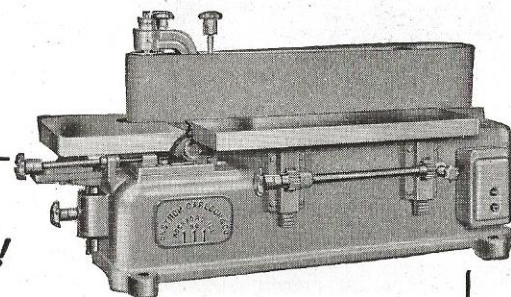
gave renewed impetus to the growth of the organization. At the head of the present organization is Bruce Gordon, President, a veteran craftsman and contractor. Mr. Gordon's role in the factory is largely advisory. He likes to let younger men show their initiative.

Vice President and Salesmanager of Playskool Institute is Manuel Fink, a first-rate merchandiser whose role in the organization we'll discuss more fully later.

Robert J. Moythaler, Treasurer, is a widely experienced accountant and an active executive of the plant.

Ira B. Joseph, Secretary, is the youngest executive. He's newly out of school, but for the past three years he's been closely connected with the organization and studying means of contributing toward it.

And finally there's the man who comes closest of all the men in the organization to being Santa's chief as-



*Place It Where
You Need It!*

HOW OFTEN HAVEN'T YOU WANTED A PORTABLE HEAVY DUTY EDGE SANDER, ONE THAT YOU COULD MOVE ABOUT TO THE PLACE IT'S NEEDED.

THERE ARE EDGE SANDING JOBS IN THE SAMPLE ROOM, MILL ROOM, ASSEMBLY AND FINISHING ROOMS THAT CAN BE DONE AT A GREAT SAVINGS JUST AS SOON AS YOU PUT AN E. C. NO. 111 PORTABLE EDGE SANDER TO WORK FOR YOU.

Write for bulletin and price today sure!

EKSTROM, CARLSON & CO.
ROCKFORD ILLINOIS